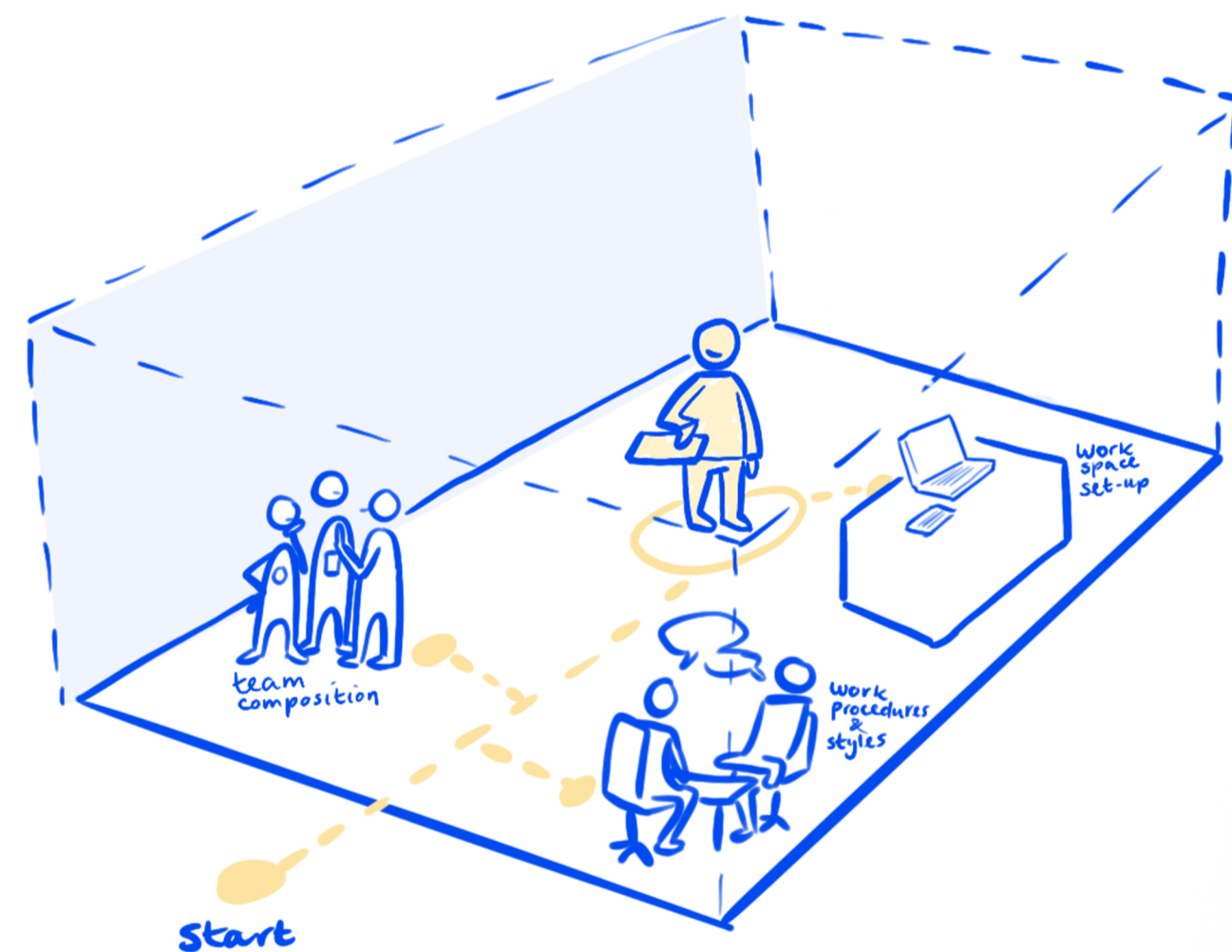


# Shaping the Employee Experience

Using Employee Experience Design (EXD) to support building an environment high in support for employee creativity and well-being.

The literature revealed that Employee Experience Design allows employers to use touchpoints and interactions to shape an employee's perception and experience of the employer. In doing so, an employer can shape the environment to positively influence the creativity and wellbeing of their employees. This can be done by addressing various personal, social and environmental, and external factors. By evaluating these factors, we can assess an organization's climate, employees' needs and skills. This allows organizations to develop targeted and impactful interventions.

An individual's creative performance is influenced by many factors (e.g. their team composition, motivation level, organizational goals, and physical environment, their creative ability, etc). An organization should be aware of these and strategically choose where to focus their efforts of improving the employee experience. As there is no one-fits-all approach to this, critical reflection or investigation of employee needs is necessary to ensure that impact is made.



Organizations that aim to use EXD to improve both the employees' psychological wellbeing - whether they can function well - as well as their creative performance can do so by addressing the factors that affect both PWB and the creative climate within an organization. Creative climate is shaped by employees' perception of, or beliefs about their work environment.

After analyzing the employee needs of the people at Thinkwise, a software company in Apeldoorn, 3 key shifts were identified that could significantly improve employees' ability to behave creatively and function well.

- Thinkwise should more actively facilitate creative behaviours.**
- Thinkwise should improve the social connection amongst Thinkwisers.**
- Thinkwise should inspire courage in their employees.**

These three shifts need to be accompanied by an understanding of how to strategically determine what EX building activities should be pursued.



In order to enable Thinkwise to actively work on these shifts, the Idea Pyramid, Idea Pipeline, and a handout with a collection of tools to evaluate and discover new strategic directions for Creativity and Wellbeing at work.

The Idea Pipeline helps people at all levels of the organization build an understanding, through metaphor, of broad creative activities that Thinkwisers can engage in to develop ideas.

The Idea Pyramid helps Thinkwisers who want to share and further develop their ideas through a step by step reflection activity.

The handout helps Thinkwisers in leadership positions or with leadership ambitions gain an understanding of the factors they can work with to build EX strategies.

*Together, these three tools contribute to the creative performance and functioning of Thinkwisers by allowing there to be better synergy between the processes of developing ideas, idea sharing, and shaping the environment which influences these outcomes.*



## IDEA PYRAMID

Template for evaluating and developing ideas further  
This tool supports the process of idea evaluation. An idea is evaluated on the basis of:  
(1) The idea's relevance  
(2) The idea's workability or feasibility and  
(3) The idea's specificity

